

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, APRIL 8, 1891.

NO. 14.

Another Way.

Also a True Story.

In competition an advertiser gave an order to the lowest bidder. In a few days the successful agency wrote suggesting that a certain paper on the list cost much more than it was worth, and purely in the advertiser's interest (?) recommended the dropping of that paper, in which case they would credit him with a certain amount.

Of course the advertiser was delighted at this thoughtfulness, and gladly consented.

The Fact

is, the amount they credited him was so much less than the net cost to them, that the difference was equivalent to a good profit on the whole order.

Query

Where did the advertiser make anything?

If some advertisers knew one-half as much of the real facts connected with their advertising contracts as they think they do, there would be a revelation if not a revolution.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

"Perseverance and Pluck Better Than Riches and Luck."

The history of that sprightly and prosperous daily, *THE BUFFALO TIMES*, is the personal history of its progressive proprietor. Norman E. Mack is a young man of Scotch ancestry, and embarked in the newspaper business as publisher of the *SUNDAY TIMES* September 7, 1879.

Once on a solid foundation, he undertook the more hazardous enterprise of establishing a daily edition. *THE BUFFALO DAILY TIMES* appeared on September 13, 1883, as a two-cent paper well received, but gaining a place on its merits, as all newspapers must do. Mr. Mack soon realized that to obtain not only circulation but an influence that would command the respect and support of the people, a daily newspaper must of necessity, in a city like Buffalo, become affiliated to, and appear as the representative of one of the two great political parties that



to-day control the destinies of the country. Acting upon this principle, in October, 1884, the fortunes of *THE BUFFALO TIMES* were cast with that of the Democratic party, a course of action decidedly pleasant to Mr. Mack, who had always been a Democrat and identified with the interests of that great party. How wise his judgment was upon this point will be readily recognized by a perusal of the following article which appeared in a Buffalo contemporary some time since:

One of the prominent features of a political campaign sometimes noticed in this as well as in other large cities, is the consequent results brought about in the circulation of party newspapers, and especially those caused by the support of or opposition to some leading candidate. This is especially the case in a Presidential year. Among the local changes few have ever been more significant than the result in the case of our daily and Sunday contemporary, *THE TIMES*.

In the spring of 1887, a new Hoe perfecting press was added, and by June 5th of that year it was in position and turning out papers as fast as any press now running in Western New York.

Mr. Mack then made a very shrewd and opportune move. He secured the Associated Press franchise owned by The Courier company on account of The Evening Republic, and by so doing *THE TIMES* secured a reliable and most important telegraphic news service. The result was the presentation to the public of Buffalo of a penny paper furnishing, in addition to all the local news, the news of the world supplied by the leading telegraphic press service of the country.

But it was not until the national party conventions had been held and the campaign of 1888 begun, that the great opportunity of *THE TIMES* was opened to it by well-known political changes in other quarters. By these changes *THE TIMES* had everything to gain and nothing to lose. Being a straight Democratic paper, the complete withdrawal from the field of its only competitor, The Evening News, which had been for years to all intents and purposes a Democratic sheet, left that field wide open to *THE TIMES*, undivided and without any competition whatever.

Mr. Mack quickly realized the situation and as quickly took advantage of it. Now *THE TIMES* began to revel in a boom that was indeed a boom, and its increase has been so rapid as to be a theme of comment everywhere.

Later events have still further proved the wisdom of the course adopted by Mr. Mack, and to-day he has the proud satisfaction of publishing the only afternoon Democratic newspaper in Buffalo, having a daily circulation of about 40,000 and rapidly increasing. Its advertising patronage is unequaled in that city, including, as it does, all the leading advertisers, both local and foreign, who readily recognize the fact that the Democratic masses of Western New York must be reached through the *BUFFALO TIMES* and cannot be reached through any other paper. In fact it has become an accepted axiom that where you will find a Democrat there you will find *THE BUFFALO TIMES*.

Its present press room facilities are practically unlimited, and it is but a question of a short time when its rapidly increasing circulation will place it many thousands ahead of its nearest competitor in the newspaper field of Buffalo and Western New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, APRIL 8, 1891.

NO. 14.

Another Way.

Also a True Story.

In competition an advertiser gave an order to the lowest bidder. In a few days the successful agency wrote suggesting that a certain paper on the list cost much more than it was worth, and purely in the advertiser's interest (?) recommended the dropping of that paper, in which case they would credit him with a certain amount.

Of course the advertiser was delighted at this thoughtfulness, and gladly consented.

The Fact

is, the amount they credited him was so much less than the net cost to them, that the difference was equivalent to a good profit on the whole order.

Query

Where did the advertiser make anything?

If some advertisers knew one-half as much of the real facts connected with their advertising contracts as they think they do, there would be a revelation if not a revolution.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

For \$600

**ONE
INCH**

E. O. W.

— 6 —

MOS.

1400

PAPERS

— FOR —

\$600

We will insert one inch, every other week, six months, in the entire

Atlantic Coast Lists

of 1400 Local Papers—the advertising to be completed by Jan. 1st, 1892 — *one hundred dollars per month.*

Copy can be changed weekly. If electrotypes are used one only is necessary.

These 1400 family papers are read by more than one-sixth of the reading population of the U. S. outside of large cities. We do not believe these readers can be reached in any other way at twice the above price, and would not be surprised if it required four times the money to accomplish it.

85 PER CENT of these papers are either the *only* publications in their respective towns or are county seat papers.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, APRIL 8, 1891.

No. 14.

TRADE-MARKS FOR ADVERTISERS.

By Charles F. Benjamin.

Trade-marks originated in the pictorial or other fanciful signs formerly used by shopkeepers to distinguish and popularize their places of business.

By placing upon the goods going out from a shop the distinctive emblems or devices appearing upon the shop front, the public knowledge and reputation of the shop were greatly extended, and new customers were attracted to the shop by having seen its distinguishing sign upon goods which they needed or esteemed.

The necessity of using different marks to discriminate differing qualities, in days when great numbers of desirable customers were unable to read, led to such a multiplication of merchandise marks that the original connection with the shop sign became obscured and finally obliterated. Trade-marks are now marks on goods and not distinguishing marks on shop fronts.

When dishonest tradesmen began to appropriate the trade-marks of rivals which had grown valuable because the public had learned to know and confide in such marks, the judges of those times had confused ideas about the legal status of such marks. Happily for the owners of the marks, the courts decided that the public were entitled to be defended against deception or loss by fraudulent marks on commodities, and in this indirect way the owners of trade-marks obtained a substantial amount of protection.

In process of time the judges got so far as to hold that it was also an actionable fraud upon the skillful, enterprising and honest trader to imitate his merchandise mark, and then he recovered damages against the trade-mark pirate. Such is the common law today, but while the right remains founded on the common law the remedies

for infringement have been greatly simplified and improved by legislation, and the leading nations of civilization have treaties and international agreements for the mutual protection of trade-marks.

In 1870 Congress undertook to create means for fixing the priority and identity of trade-marks by providing for their registration at the Patent Office. The act for this purpose was so badly constructed that in 1879 it was adjudged unconstitutional by the Supreme Court as an invasion of the power of the States to regulate commerce within their own borders.

This decision put trade-mark owners into a panic, as it threw them back upon the antiquated and inefficient common law remedies for infringement. A new act was hurried through Congress limiting Federal registration and protection to trade-marks used in commerce with foreign nations or with the Indian tribes. The omission of trade-marks used in interstate commerce has never been supplied, though often attempted by bills in Congress, which have invariably been crowded out by other business.

To obtain Federal registration of a trade-mark it is necessary for the applicant to make oath that the mark is used in commerce with foreign nations or with the Indian tribes. A convenient way of meeting this requirement is for the applicant to mail bona-fide samples, prices and particulars of the trade-marked goods to the postmaster at Tablequah, in the Indian Territory, with a request to hand them over to some dealer in that class of goods, whose patronage of the goods is thereby solicited. If the goods have already been introduced to a foreign market or to the Indian country, in any genuine manner, this particular mode of marketing them will not be necessary.

Any person, firm or corporation domiciled in the United States, or in

Austria - Hungary, Belgium, Brazil, France, Germany, Great Britain, Holland, Italy, Norway, Portugal, Russia, Spain, Sweden or Switzerland, may obtain trade-mark registration at the Patent Office. The mode of proceeding, while not complex, is still too detailed and technical for reproduction here. The object of the proceeding is to obtain a precise record of the name, residence and citizenship of the owner of the trade-mark, the class of merchandise and the particular descriptions of goods in that class to which it is appropriated, a textual description and pictorial fac-simile of the mark, the mode in which it is applied and affixed to the goods, and the length of time it had been in use when offered for registration.

This official and perpetual record of the mark is of high value in case of subsequent controversy, apart from any special remedies for infringement of a registered mark.

Simplicity is the first and best quality in the design of a trade-mark. Suppose you are introducing a new article of bottled wine. The label, say, is in black or dark green letters on a white ground. At the top or bottom of the label imprint a good-sized triangular disc in bright red, with plenty of white space about it, and neither time nor eternity will enable you to improve upon such a trade-mark.

Suppose, once more, you are putting up assorted candies in paper boxes of a pound or multiples of a pound, duly labeled in job-office type. At the top of the label, well set off from the type matter, have your name, Gunson, appear as a signature, in big, broad, plain gothic manuscript, and there again you have an ideal trade-mark.

In both the above typical cases the trade-mark will strike the eye at a glance, and impress itself instantly and completely upon the memory. But if you use a complicated or scattered device, or crowd it upon the descriptive matter of the label, the object of the trade-mark is largely if not wholly defeated.

Unless shown to be abandoned, the right to a trade-mark is perpetual. This makes it desirable to adopt a good, effective trade-mark for any article intended to be introduced and maintained by extensive and persistent advertising. Should the article gain a large and permanent market the trade-

mark would have a distinct and important pecuniary value in the event of a sale of the business.

STRAY SHOTS.

By Arlemas Ward.

Experiments in advertising! How can they be made? Many a beginner prides himself on having learned half the art of advertising when he has put at the bottom of his advertisements, "Mention this paper," or has inserted a different street number in each of them, conscious that the postman will deliver his mail, notwithstanding, and that he will have a clue to the different papers in which he has invested his money. There is a woeful fallacy in all this experimenting! It would prove, no doubt, that the New York *Tribune* was a far less valuable advertising medium than the *Farm Bugle*, of Oshkosh; yet a man who has fine cattle for sale, a school to advertise, a summer resort to fill, or a line of bonds to put upon the market, would do well to advertise in the *Tribune*, even though the *Bugle* woke more empty echoes in the shape of answers.

There are two measures quite commonly applied to advertising, both apt to be full of fallacy. The first is office criticism; the second, success. Now, it must be taken for granted that *everybody* can do *everything* better than *anybody* else. When a new idea is launched in the advertising department of a business, and submitted to general office criticism, it must have the nine lives of a cat if it survives long enough to reach the public. The bachelor partner knows more about the efforts of the housewife than any one else. The boy, just grown old enough to disobey his parents, knows more about the relation of heads of families than Solomon did with all his wives. The bookkeeper, just down from the country, poses as a social critic, and sits calmly in judgment on an advertisement directed to the fashionable society of the city. Ten chances to one the advertisement will finally be made to fit the humor of the oldest partner, who might have made a success when he was seeking the attention of the young ladies in 1820. Another measure is success. Perhaps the more rational one, but nevertheless frequently fallacious. Many a house which now prides itself on its

success, because it is making \$100,000 per annum, would make \$200,000 if its systems were rearranged on a different basis; but a suggestion of change would be ridiculed. You cannot argue with a man who is making his hundred thousand. He feels that he knows more in that line than the twenty-four volumes of the Encyclopedia Britannica!

To canvassers! Be cool, go slow, drop your own personality; it is your paper you represent, not yourself. After all, the majority of men measure you, not by your clothes, not by your tongue, but by your connections and your manhood. Quiet dignity, truthfulness and a capacity to listen often secure an advertisement when the rattle of a lying or exaggerating tongue would fail completely.

If the world at large paid as little attention to advertisements, printed matter, pamphlets and circular letters as advertisers themselves do, then printers' ink would be at a discount and salesmen the only medium which could be profitably used. In advertising lines it seems absolutely necessary to depend on soliciting. An "advertising orator" whom I employed to extol the praises of sapolia, always claimed that a living, talking human being made a better advertisement and a more lasting impression than all the colors of the lithographed card.

Too many people are criticising the "commonplace" of Mr. Powers. Some of the criticisms are laughable. Nineteenths of the imitations are equally so. The use of a pure and simple Saxon style is a rare gift. Many a man who could write column after column of sensational story telling would find it impossible to put truth into a terse and ten-line advertisement.

A man is never well known until he is well advertised. It may be his own individual merit which secures for him the advertising, but until the public and the press take up his name and pass it from mouth to mouth, and from city to city, his light will remain under a bushel. Read the following lines:

TO SLEEP.

From the New York Truth.
To sleep! to sleep! The long bright day is gone,
And darkness rises from the fallen sun.
To sleep! to sleep!

Whate'er thy joys, they vanish with the day;
Whate'er thy griefs, in sleep they fade away.
To sleep! to sleep!

Sleep, mournful heart, and let the past be past!
Sleep, happy soul! all life will sleep at last.
To sleep! To sleep! TENNYSON.

If these lines had been written by a man who was not known to the public they might have been worth five dollars—written by Tennyson, backed by his established reputation, and carrying with them the immense weight of publicity and advertising which he has received for the past fifty years, they were worth \$45 a word (notwithstanding the repetition which he ingeniously allows to enter the lines), and a syndicate of newspapers in England and America paid him about \$3,000 for the three verses.

A reverend gentleman in Brooklyn offered me three inches of space in a monthly church paper at \$1, and added, "Your very extended knowledge of advertising will tell you that these rates are very reasonable." As the issue is 1,000 per month, his rate would be about two and a half times as high, proportionately, as that of the *Century*. The reverend gentleman is doubtless "in the world, but not of the world."

THE KEY TO SOLICITING.

By Winfield H. Brock.

There can hardly be a more difficult school for a beginner than to solicit advertising in a large city for a small out-of-town concern. Some success in this direction, which has enabled me to become a considerable buyer, as well as seller of advertising (for a countryman), has led me to wonder if there are not a good many energetic, diligent, pleasing, persistent and capable advertising solicitors who fail to succeed as they might because they overlook one thing—the key to soliciting.

The lesson came to me in this wise: One day there called a man who represented an almanac. He found me on publication day "making up" the paper. Though civil outwardly from principle, I chafed inwardly and kept on "making up." He stood at the stone, talked of my own business in a way which showed knowledge and appreciation of both its successes and its difficulties, and finally got me to asking questions about his own scheme. He wanted to sell me the almanacs to

sell again, and I was to make a profit, not only on the books themselves, but also on the advertising which I could easily get for the edition.

You see my caller was posted on my "points." He soon got me away from work to my office, and there kept me in good nature all the afternoon—yes, and nearly sold his goods to me, though I had told him from the start that I did not want them and could do nothing with them. When the session was concluded he rose, apparently in some disgust with himself, and said: "Now I am going to the hotel to think this over. I ought to have sold you. I've made a mistake somewhere." He went and "thought it over" to such purpose that the next man he saw (as I afterward learned), a leading business man, succumbed to his efforts and invested. When I last entered my neighbor's back office that huge package of old almanacs was still in its accustomed corner.

But the afternoon with that solicitor was time well spent for me. My caller showed such knowledge of his business that I learned of him a most valuable lesson. His address was less pleasing than that of many canvassers, but he united good-natured persistency with the two things, which together form the "key to soliciting," or rather, maybe, two things which constitute the "combination" necessary to unlock the door of success in a difficult art.

1. He knew his scheme through and through, met objections before they were thought of, had command of a score of practical points in its favor, and could apply and enforce them in terse and practical ways.

2. He knew me, his prospective customer, with my weaknesses, my ambitions and my general disposition. All that was possible to learn he had acquired beforehand. Thus he was able to give me hints I was pleased to receive and use; thus he understood how to flatter wisely, to mould my judgment by all the motives which could be summoned to his cause. His quick discernment told him how far it was safe to urge his point—how to shape statement and argument to suit my temper.

Having in a general way full knowledge of his plan and of men at large, he adapted his scheme and its presentation to the needs and peculiarities of a particular individual. In short, he suited the matter to the man. The power

to do this is what the "drummer" of every grade must cultivate, and he who possesses it in high degree holds "the key to soliciting"—a more important and valuable "combination" than those which guard strong boxes or safe deposit vaults.

DECEPTION IN ADVERTISING.

By Clifton S. Wady.

Ignoring the moral side of this question, I have often wondered how far it was wise and politic to introduce the element of deception into an advertisement.

The sequent question is, What constitutes deception in this connection? To what extent may we sustain the rule of employing attractive introductions or head-lines to advertisements, and how far avoid deception, wilful or apparent?

I will present an example of what I class as a wilful deception in advertising:

ALMOST A TRAGELY.

A
MAN'S LIFE SAV'D
BY A MIRACLE.

RESCUED FROM DEATH'S EMBRACE
HE TELLS
A STARTLING STORY! THE MORAL.

The writer of that advertisement has appealed to the "blood and thunder" tendencies of the reader, to secure attention and lead him into reading of the virtues of Bumington's Biglerry Bitters for the blood, trusting that the curiosity which brought him thus far would carry him through the list of testimonials from a blotched and pimpled constituency.

But does this and similar methods pay? After being misled—forced into a perusal of such advertisements—will the reader feel disposed to patronize one whom he considers has deceived him?

This "abused" impression attends the "springing" upon the innocent thirster after knowledge such little squibs as the following—unless, possibly, they are followed to note the ingenuity of the wording:

THE WEATHER TO-MORROW—Will be stormy and you should take advantage of our special offer in umbrellas.

WHEN GRANT SAID "We will fight it out on this line if it takes all summer," he probably referred to our 39 ct. clothes-line, which will sustain the weight of 100 cats, either summer or winter!

GEOLOGISTS HAVE DECIDED the earth's crust to be one hundred miles thick.

This is about the thickness of the man's head who pays \$1.00 for an article when he can buy it at our store for 27 cts.

The writer claims that deception is not essential to the attractiveness of an advertisement in any manner; that the introduction prepared with a design to attract may have a natural connection; may interest and instruct; may merge naturally into the phraseology of the notice itself as legitimately, as thoroughly as the similes, contrasts, allusions and anecdotes which occur in any good literary production. A facile pen in the hands of a tactful and educated person may frame fanciful conceits and interesting matter from subjects the most prosaic and commonplace. As an example from this last-mentioned class I quote advertisements from the clever pen of one who prepares similar "ads." each day, and which are looked for and read on account of their peculiar attractiveness—an attractiveness not in any sense sensational or deceptive; but on the contrary pervaded with a sincerity and directness most acceptable. In each case the advertisement is accompanied by a cut of the article advertised.

RECEIVING CHAIRS.

If you want to settle once for all the question of a good Chair in the Reception Room of your house, the time has come to do it with credit to your establishment, with economy to your credit, and with regard to your economy.

Here is one of the most dainty Reception Chairs that is encountered in an entire social season. It is light, but very strong. It takes little space, and does not make the room seem small, but really larger than it is.

The upper back is richly carved, with tall tapering posts finished in spiral fluting. There is a comfortable back rest, which is kept high to allow space for the drapery of the dress and avoid wrinkles and discomfort.

The legs of the chair taper gracefully outward, and are fluted on the ends. The seat is richly upholstered in heavy silk tapestry in new art shades.

PAINE'S FURNITURE CO.,

48 CANAL STREET. } South Side Boston
 } & Maine Depot.

BOUDOIR SET.

"Boudoir" is from the French, *bouder*, to pout or sulk, and, properly speaking, is the room to which my lady retires when she is in the sulks.

But can any sulks endure in the presence of such charming companions as the three pieces

of Boudoir furnishing, one of which is here presented?

They banish melancholy. The oddity of shape, the Orientalism of color, the oval facings gathered in sun-burst rosettes, the linen tapestry covering in autumn reds and browns, all make a picture of strange and weird beauty.

There is an armchair and a plain chair in this same unique style. The whole set is so strongly Eastern in flavor that no visitor can pass it without a passing comment of delight.

PAINE'S FURNITURE CO.,

48 CANAL STREET. } South Side Boston
 } & Maine Depot.

PRO BONO PUBLICO.

Verestchagin is exhibiting to artistic Bostonians at the Arena Building a "Hanging in Russia." We are exhibiting to artistic Bostonians, at 48 Canal Street, the finest Hangings in America.

Notable in our exhibition are the Avignon Velours Portieres—camel color on one side and Ardoise on the reverse; the Louis XV. Velours Portieres—pale rose and cream, very soft and lustrous, in full curtains with border or by the yard; and the Vienna Chenille Portieres, heavier than the domestic and much softer and more artistic in tone.

These Vienna Portieres we are offering at only \$18 per pair. It is doubtful if they can be procured at all hereafter, as the greatly increased tariff duties will almost prohibit their introduction. Yet they are miles ahead of the domestic chenille in both beauty and durability.

PAINE'S FURNITURE CO.,

48 CANAL STREET. } South Side Boston
 } & Maine Depot.

I will close by making the point that a really permanent and good advertisement must bear the impress and contain the elements of truth, sincerity, and honesty of purpose; the same being true of everything permanently good in life.

WE believe it is safer and better for a man to attend to the business or trade with which he is acquainted, and not undertake to learn all sorts; and at any rate we always recommend our patrons in other cities to apply to a good, reliable advertising agent rather than confer directly with us. Probably they will get their work done better and cheaper, and we know they will save trouble for themselves and us.—*Portsmouth (N. H.) Chronicle*.

PATENT MEDICINE ADVERTISING.

The following article was originally printed in the London (Eng.) *Chemist and Druggist* for May, 1885, and although conditions have changed somewhat since, it is considered of sufficient interest to reproduce it here in part. Mr. J. Morgan Richards, with whom the interview was held, is, one of the best known men in his line of business, and on the subject treated of he is an authority:

"When I came to England eighteen years ago," Mr. Richards remarked, "there were only three American medicines of any repute being sold here for actual use in England. These were Mrs. Winslow's Soothing Syrup, Brown's Troches and Perry Davis' Pain-killer. Of American proprietary articles, there was a fair sale for Mrs. Allen's Hair Restorer; so also for Kingsford's Oswego Starch. It was in connection with the former proprietary that I came to this country. I sold my interest in it several years ago. Since 1867 the trade in American medicines has largely increased, and there are to-day at least twenty-five of American production, all enjoying more or less success. This development, beyond the bare introduction of the medicines, has been due, I believe, to advertising, pure and simple, but advertising in a peculiar manner."

"Do you think it necessary for old-established medicines to be continually advertised?"

"Well, as a rule, I should say, yes, it is. But it is necessary to exercise a wise discretion as to how it is done. For example, it is not always needful to keep large displays before the public, but it would never do to drop them entirely. Yet, if it is necessary to reduce one's advertisement, the best way is to retire gradually, and in doing so to flash out boldly occasionally as a reminder that you are still flourishing. Some medicines have retained a hold upon the public which have not been advertised at all for years, but they are comparatively few in number. There is, for example, Dr. Wright's Indian vegetable pills, famous things in the States, and of which an advertisement has not appeared for the last twenty years; and there are other things which seem to creep into the regular requirements of pharmacy. I myself have an article which has, perhaps, been my

greatest success, and which I advertise but very little. It is 'Lactopeptine,' and its sale is almost exclusively confined to the medical profession. When an article is thus taken up it is, I may be allowed to say, one of the best signs both of merit and of success, and the testimonials I have received from men of unquestioned standing are exceedingly gratifying to me, and some have even surprised me. With the Americans the plan is to directly push things of this sort amongst the doctors by calling upon them and leaving them samples, and thus, through the profession, to get at the public, and this answers better than by getting at the public directly. But, as I said just now, there are only a few things that can be worked this way."

"But with articles that depend upon advertisements, is it possible to carry the sales to an indefinite point?"

"That is a question I cannot quite answer; but I am inclined to the opinion that, however much a medicine may be advertised, it cannot be carried beyond a certain point. There seems to be an irremovable barrier which checks progress. At the same time, however, it is not the fortune of many medicines to reach that barrier. On the score of sales I may observe that exaggerated ideas about sales are entertained by the public. I remember how I was undeceived about one of the largest advertising firms in Boston, who, I believed, and who, judging from the amount of advertising space they occupied, the public might assume to be doing a big business. One day, with much pride, they showed me their order-books, when, instead of finding them doing \$50,000 per month, as I had thought, I found they fell very far below that. As to this country, I think I am correct in stating that the highest monthly sale ever reached is: of 1s. 1½d. articles, 500 gross, representing a turnover of £2,500; of 2s. 6d. articles, not exceeding 250 gross, representing £3,000; and of 4s. 6d. articles, certainly not more than 200 gross per month, and these would be for wholly different articles, and the orders would never fall into one net. In each case they would be influenced by an advertising account of from £500 to £1,500 per month. As for myself, I own and represent some half-dozen American medicines, all of which are selling well. The largest of all is Perry Davis'

Pain-killer. It has a good record, and has been known here as long as twenty-five years. I have represented it for the last eight years. Himrod's Asthma Cure and Van Buskirk's Sozodont both have an extensive sale in America, and have sold really well in this country, but have never quite equaled their sale in the United States. I have never carried an advertising account upon any one article above £1,000 a month, and the largest sale I have ever realized in a single month from one medicine has been £3,400. You ask me how, then, should a proprietor proceed. That is a difficult question to answer. But, generally, I would recommend something like the following: An advertising account of £200 a month should be opened to present the case, and if the article is one that is likely to be assisted by a system of sensational advertisements, then this sum must be increased to £600, or, perhaps, to as much as £1,000 a month, and at that rate it should be kept up for twelve months at least, if there were signs of the thing going. You want to know how soon those signs would show themselves. Well, provided the thing had been properly advertised, I think I may say that if I could see the sales-book, and the amount of correspondence extending over the first three months, I should be able to predict its success or failure. If it promises success I should say that, in preference to making a run upon one form of advertisement, it would be much better to ring the changes upon a number of strikingly displayed announcements, supported by what is known amongst advertisers as the 'hammer and tongs' style of set copy repeated over and over again."

"Would you recommend this method to all novelties as well as patent proprietaries?"

"Certainly, for I believe it will apply as much to one thing as to another, whether it be a new metal polish or a new medicine."

"But what about the merit or curative properties of the article?"

"Well, as regards medicines, I must candidly admit that I do not believe that they always sell upon their merits. If merit was the ruling spirit, then there are medicines before the public which, I believe, would never be there, and there are others which are now in the background, smoldering in slow fire, which ought to be selling by

thousands of grosses rather than in the single gross or so, as is now the case. This is an unfortunate circumstance, no doubt, but it is indisputable that the money spirit presiding over the advertising schemes, and the genius which prompts and carries them out are the secrets of success above all others. At the same time there must be a degree of merit contained in the medicines, and also the advertisements must contain an indorsement of that merit couched in seductive language."

"But are those testimonials freely given, and are they always genuine?"

"Of course I cannot pretend to say whether they are or not in all cases, but my impression is that they are. There is really no difficulty in getting them, and what are published are often but a small number out of the many that are being constantly received. Some people have a great liking for sending them, and are proud of their names in print. But the great secret is to get hold of a good indorsement. Thus, the testimonial of one duke is worth a hundred from unknown persons."

"But would you recommend that, in floating a new medicine, a successful procedure in a previous case should be repeated as certain of being again successful?"

"By no means. Notwithstanding what I have already said about a proper amount of advertising in a proper way, I am convinced that floating a new medicine is one of the most uncertain things in the world, and proprietors, as a body, will go with me in this remark. The conditions are so varying that successful tactics in one case will not, nor cannot be, made to apply to another. Each medicine has to be dealt with on its own basis, and experience in regard to dealing with it has to be learned as much as in the determination of advertising mediums. In fact, I believe I may go so far as to say that it has seldom happened that one success has been followed by another on the same lines. Frequently most unlikely methods are deemed necessary, and when adopted prove successful, while those of an ordinary character have utterly failed. In short, there is as much uncertainty in the business as there is in theatrical management. A medicine may be said to either go well or not at all; and, to make a success worth the trouble involved, a thing ought to go well. If it does not do so, then, I say, give it up. I could give you many

instances of how failure has followed success. But two remarkable exceptions, very *apropos*, come to my mind just now—Dr. Ayer, of Lowell, Mass., who may be regarded as one of the few very successful proprietors in the States. He had five medicines, which he brought out singly, and with considerable intervals between each of them. The first proved a great hit; and all of the succeeding ventures followed suit, and became great properties. The same experience has fallen to the lot of Dr. Jayne, of Philadelphia, another successful proprietor. Both of these firms had the support of the best organized system of distributing their advertising literature extant. It comes to this, therefore, that every man has to buy his own experience for each article he puts on the market in connection with that article and that alone, and, unless a proprietor is prepared to do this, he had better leave it alone."

"Is there, in your opinion, Mr. Richards, a field in England for new enterprise in American medicines?"

"That depends entirely upon the medicines that are introduced. There are, I maintain, two conditions which cannot be ignored, viz.: the new medicine must not clash with any existing remedy, and it must possess an element of decided novelty. To attempt anything fresh in the way of pills, cough medicines, bitters, soothing syrups, body plasters, hair restorers, complexion lotions, malt extracts, pain relievers, and one or two other things of that nature, would be useless, because the field is fully occupied, and there is no chance of any of the occupants being dislodged. *Apropos* of this subject, it is a peculiar circumstance that in the history of patent medicines amongst the various successes that have been achieved, no one has made a fortune or any great success either out of an exclusively rheumatic remedy or pile remedy. There are remedies which include rheumatism and piles in their operations, but none exclusively intended for them have had a great sale."

"What do you think is the position of English proprietors in the States?"

"The position is much inferior to what it might be and what it ought to be, and I am astonished that English proprietors do so little over there. There is a good field for them, I am sure, as English articles generally are

very popular, and are associated with good quality and soundness. I regret to mention the scandalous system of counterfeiting English medicines and English stamps, which is largely carried on in America. The medicine stamps are printed and sold openly. This is a matter which the Foreign Office ought to take up. I myself have directed the attention of the Commissioners of Inland Revenue to it; but nothing, I believe, has ever been done. If English proprietors will take the trouble to register their trade-marks at Washington they would have every protection. The American trade have no sympathy with the imitation goods, but are obliged to keep them so long as a demand is made. The whole trade in Holloway's Pills and Ointment in the United States is mainly in goods unauthorized by the London house."

"Is it fair to assume that America has more patent medicines than England?"

"Well, I believe it is generally thought so; but on looking into the matter the other day I found that England and America are about equally matched, each having some 4,000 or 5,000. But out of this large number there are, of course, only a comparative few that are really valuable properties or important medicines. On either side they do not number more than 500. It is a popular fallacy that medicine proprietors are wealthy men. There have been some fortunes made, I admit, but there have been as many lost as there have been in other commercial pursuits, or in stock-jobbing, or in theatrical management or on the race-course. The roll of fame and wealth is not a long one. The following names occur to me as proprietors of American medicines whose labels and trade-marks have been found in every quarter of the globe: Jayne, of Philadelphia; Ayer, of Lowell; Kennedy, of Roxbury; J. I. Brown, of Boston; Perry Davis & Sons, of Providence; McLean, of St. Louis; Pierce, of Buffalo; Lanman & Kemp, P. H. Drake & Co., Hall & Ruckel, J. Curtis & Sons, of New York. Of course there are others."

A WESTERN editor published this item: "For the effects of intemperance, see our inside," and another local item reads: "Our new school-house is large enough to accommodate four hundred pupils four stories high."

GUARANTEEING CIRCULATION.

THE COSMOPOLITAN MAGAZINE,
Madison Square Bank Building,
Fifth Ave., Broadway and 25th St.,
NEW YORK, March 21, 1891.

Editor of PRINTERS' INK:

An article in your valuable publication, issue of March 25, says that the *Cosmopolitan* consented "conditionally" to the formation of an association having for its object the certification of circulation.

Fearing that there may be some doubt as to the position of the *Cosmopolitan* upon this subject, I beg to say that, without further discussion, the *Cosmopolitan* magazine is prepared to pay the sum of \$200 per annum, or \$300, or \$500, if need be, as its proportion of the salaries of a board to be composed of not less than three expert accountants, who shall examine monthly and make certificate, under oath, as to the copies printed of the various publications becoming members of the association.

This board of expert circulation accountants shall have free access to all the books of the publications becoming members of the association, and shall examine all accounts, including paper, printing bills, news company orders and returns, mail receipts, etc., and report monthly: 1st, as to the number of copies printed; 2d, as to the disposition of such copies; 3d, as to returns from the news company; 4th, as to the disposition of such returns—giving the advertiser the fullest and most perfect knowledge possible regarding the service which he receives for money paid for advertising.

Permit me to say that I am much pleased by the stand PRINTERS' INK has taken upon this subject. It is time that the advertising business should be brought down to a legitimate basis, fact disentangled from poetic license, and transactions based upon an exact knowledge of circulation and its character, rather than upon haphazard or deliberate misrepresentation.

The *Cosmopolitan* will send a representative to any meeting that will be called which will embrace six or more publishers, and will be prepared to pay its share of the expenses incident to the establishment of such an association.

One additional suggestion I should like to make would be that the publications entering such an association should print their advertising rates and agree to a forfeiture of \$1,000 for every departure made from the same. The one-price business has been introduced into nearly all branches of trade, and there is no reason why it should not be firmly established as a principle in that of advertising.

JOHN BRISBIN WALKER.

THE PUBLISHER'S STATEMENT.

OFFICE OF NASHVILLE BANNER,
NASHVILLE, TENN., March 21, 1891.

Editor of PRINTERS' INK:

In your issue of March 11th, Mr. J. F. Place has an excellent article (in the main) on what a newspaper publisher should and should not state for the information of advertisers. Concerning statements of circulation he says: "As to circulation, any information the publisher will be likely to give as his own will be to the advertiser simply a matter of curiosity. Whatever it may be it will be doubted; the stronger the affidavit and guarantee, the greater the doubt. Rowell's American Newspaper Directory ratings will be accepted in

spite of the publishers' protestations. An advertiser doubts a newspaper's circulation (with rare exceptions) on general principles."

I am surprised that so pleasant a manager of advertising should have so poor an opinion of the honesty and candor of publishers, and equally surprised that so intelligent a gentleman should doubt the statements of publishers when made direct, and then give to the same statements implicit confidence when indirectly made through Rowell. Is not Mr. Place aware of the fact that Rowell's ratings are no more nor less than the statement of circulation given by publishers—and that Rowell has such faith in them, when properly made, that he offers a reward to any one showing them inaccurate? By what process of reasoning does Mr. Place give credit to Rowell's Directory ratings, which are based upon the statements of circulation given by publishers, and discounts the same statements when presented to him as the advertising manager of a progressive business concern?

I believe there are as many honest and truthful publishers, in proportion, as there are honest, candid and truthful advertisers and advertising managers. I believe Mr. Place one of the honest ones, but as yet somewhat benighted and prejudiced.

A. L. LANDIS, JR.

FOR SALE.

Advertisements under this head 50 cents a line

P. C. U. ADVERTISER REPORTER now ready;

30,000 ADVERTISERS rated and classified; with the

WEEKLY COMMERCIAL UNION and special reports, only \$15. Address,

PUBLISHERS' COMMERCIAL UNION, 245 B'way, N. Y.; Post Build'g, Chicago.

15 TONS of Premiums sold in Feb. EMPIRE PUB. CO., 66 Duane St., N. Y.

FOR SALE—Established Ladies' Journal. New York City. Address "Rare Opportunity No. 3," care PRINTERS' INK.

PAPER partly or wholly printed, make-up using stories, miscellany, news, ads, locals, etc., as you order. Daily, weekly or occasional issues. Union Ptg. Co., 15 Vandewater St., N. Y.

3,500,000 NAMES FOR SALE.

Heads of families. Secured in 1890. Will sell names by States if preferred. Prices reasonable. Address T. ARTHUR JONES, care PRINTERS' INK.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

FOR SALE OR LEASE—The Daily Globe, Kansas City, Mo. Has telegraph franchise and first-class equipment every way; is doing good business, and for young, energetic newspaper man the opportunity of a lifetime. Address LOUIS HAMMERSLOUGH, Kansas City, Mo.

FOR SALE—A successfully established and paying literary magazine—only one in the South—with plant complete in every particular. Just the thing to combine with a Northern publication. Will sell either with or without plant. Terms, cash. Address—"SOUTH," this office.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

THE "AD" WHICH NEVER CAME.

From the New York Sun.

He was tall, gaunt and seedy, and he had a sore eye and carried his right hand enveloped in a bandana which had evidently traveled afar. He walked up to a man who was standing at one of the windows in the post-office corridor, and extending a piece of wrapping paper and the stub of a pencil, he commanded:

"Write me a personal to be inserted in the papers. You see my right hand is useless."

"I'll oblige you, certainly," replied the other. "What will you have?"

"Write it thusly: 'Will the lady who had on a sealskin ulster and diamond earrings, and whose front teeth were filled with gold —'"

"I've got it."

"— and who is doubtless way up in G, and who stood for a moment on the corner of Fifth avenue and Fourteenth street three weeks ago Tuesday —"

"I have it down."

"— and who was smiled at by gent, evidently the victim of adverse circumstances, and who seemed to regard him with favorable consideration —"

"I'm waiting."

"— please send her address to: 'Crushed, But Not Conquered, City Post-office.' She can write in confidence. Object: Mutual advancement and possibly matrimony."

"Exactly. Here it is. Is that all?"

"That's all, thanks."

"And do you think it will work?"

"It's got to. I've staked my all on the throw, and desperation always brings success. If you could advance me a dollar to buy a bouquet of roses to hold in my left hand at our first meeting, I think —"

But the other had gone, and the soft March breezes crept in at the open doors and gently climbed up the long, thin body of the unconquered until they reached his ear and soothingly whispered "Next."

HE READS THE LOCAL NEWSPAPERS

From the New York Sun.

An old New Yorker, living not far from Gramercy Park, has his own way of becoming acquainted with the life in distant cities. He is an invalid and cannot travel, but has plenty of leisure. His plan is to subscribe for a year for the best daily paper in whatever city he wants to know about, and then he reads that paper as carefully as he reads the *Sun*. As a result he vows that he knows more about Philadelphia, Baltimore, Washington, and Richmond than if he had traveled about each of them for a month. Just now he is mastering the peculiarities of Atlanta, and is greatly interested in the Southern ways and views.

WANTS.

Advertisements under this head 50 cents a line

WANTED TO BUY—Good weekly newspaper. Illuminated Adv't Co., Syracuse, N.Y.

PROGRESSIVE PRINTERS want the Elite Rule Bender, \$3. Box 64, Marshall, Mich.

ADVERTISING MANAGER wants position with good firm anywhere. Expert, thorough, attractive, economical. Address "Reasonable," **PRINTERS' INK**.

CANVASSERS wanted to secure subscriptions for **PRINTERS' INK**. Liberal terms allowed. Address Publishers of **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING CANVASSERS, experienced in getting business for Trade Journals, wanted for first-class export paper. No one who is not a hustler with good references need apply. References required. Address "PAN-AMERICAN," care P. O. Box 1766, N. Y.

CANVASSERS—Advertising canvasser, experienced in getting business for trade journals, wanted for first-class export paper; no one who is not a hustler with good acquaintance need apply; references required. Address H. P. HUBBARD, 25 Broad St., New York.

TO a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1353, Denver, Colo.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

ALLEN'S.

AGENTS' GUIDE.

P. C. U. \$15.

20TH CENTURY.

ALLEN'S MILLION.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

BAPTIST AND HERALD, Dallas, Texas.

LEYEY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 13th year. 80,000 monthly.

P. C. U. ADVERTISER REPORTER, now ready.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

BRIGHT, clean and reliable is the **SAN FRANCISCO BULLETIN**.

YOU like money. So do we. Try the **LOUISVILLE COMMERCIAL**.

A COMPLETE Family Newspaper. **SAN FRANCISCO CALL**. Estab. 1853.

AGENTS' names \$1 to \$10 per 1,000. **AGENTS' HERALD**, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and **BULLETIN** cover the Pacific Coast.

LARGEST evening circulation in California—**SAN FRANCISCO BULLETIN**.

PROSPEROUS, intelligent people reached by the **SAN FRANCISCO BULLETIN**.

MOST "Wants" most circulation, most adv's. **SAN FRANCISCO CALL** leads.

THE ADVERTISERS' GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

P. C. U. Full service, \$15. 245 E'way, N. Y., Post B'ld'g, Chicago.

CIRCULARS or papers distributed. \$1.50 per 1000. H. C. HOWE, East Poulitney, Vt.

NEW HAVEN NEWS—Largest circulation. Small ads. a word. Space \$1.20 an inch.

NEWSPAPER CLIPPINGS on any subject. Nat. Press Cutting Bureau, Yonkers, N. Y.

55,063 D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

HIGHEST ORDER Mechanical Engraving. J. L. Rhodes, 7 New Chambers St., N. Y.

PATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

DAILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

BAPTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

THALPINE cures piles and fistula. 50c. by mail to introduce. CHURCHILL DRUG CO., Wholesale Druggists, Burlington, Ia.

Evansville Standard, Evansville, Ind. Best advertising medium in the Ohio Valley south of Louisville, Ky. Rates on application.

YOU can run a local illustrated paper at a profit. Will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

GOOD WORK WINS.—Circulars, papers, pamphlets and samples handed direct to the people. THE METROPOLITAN DISTRIBUTING AGENCY, Joliet, Ill.

2,500,000 ISSUED in 1891. Send for sample copy and advertising rates for 1892. GRIER'S ALMANAC. J. W. BURKE & CO., Macon, Ga.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

PAPER DEALERS.—H. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

COLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

DAYLIGHT.—Frank's Patent Daylight Reflectors light dark and gloomy Offices, Press Rooms, Factories, &c., without the use of gas or other artificial light; also Reflectors for gas, oil or electric light. L. P. FRANK, 251 Pearl St., N. Y.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$62; 3 lines will cost \$78; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

OH! I'm a great admirer of Washington Irving. That's why I christened a theatre in Chicago "The Alhambra." I furnish ideas for designers, lithographers, advertisers, and newspaper illustrations. JAMES HANNERTY, c. Nat'l Buil'g, Chicago.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

PUBLISHERS should place a few lines in the ADVERTISERS' GUIDE. Rate, for one time only, 5c. nonpareil. Name of publication, where published, circulation, rates, date of closing and scale of measurement are essential points. Forms close 15th. STANLEY DAY, New Market, New Jersey.

\$1,000.00 FOR AN EDITORIAL NOTICE.—Every man who controls a newspaper will do well to read the offer printed in the issue of PRINTERS' INK for February 4th. Circular with full particulars sent on application to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

TWO H. P. ENGINES and BOILERS with all fittings complete (except smoke pipe) ready to fire up and run, \$130.00 net cash on cars at factory. Four H. P. \$165.00, same as above. Warranted durable, efficient and safe. Larger engines at proportionate prices. THE MURRAY IRON WORKS CO., Burlington, Iowa.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

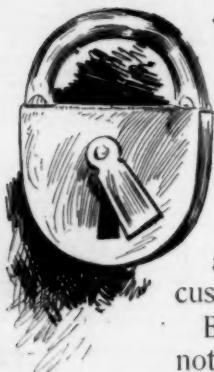
THERE IS NO BETTER EVIDENCE of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the HARTFORD TIMES stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

WHEN such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pills, Pears' Soap, J. & Johnson & Co., Pozzoni, Pope Bicycle Co., Hawk-Eye Camera, Seville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson Co., patronize THE ARGOSY, an average of over \$1.00 each, by the year and renew, is it not the best evidence of their appreciation of it as an advertising medium?



We do not keep our ideas

Under Lock and Key.

They are for use in all departments of our business and are at the service of our customers.

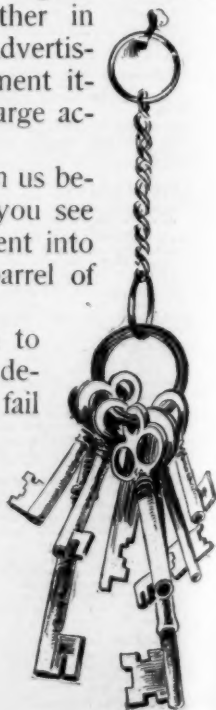
But, at the same time, we do not offer to furnish ideas or assistance to advertisers free of charge. For such services as we render—whether in making up estimates, placing advertising or preparing the advertisement itself—we shall make a fair charge according to the labor involved.

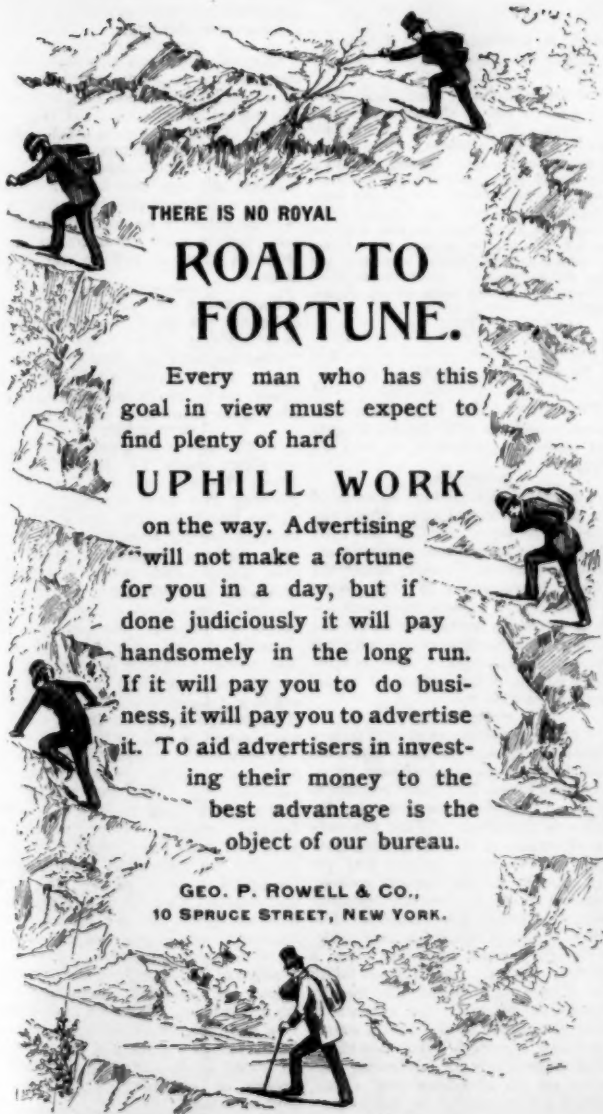
Then, whatever you get from us becomes your own to do with as you see fit. It is just as though you went into a grocery store and ordered a barrel of flour.

You are under no obligation to go further with us unless you desire it. Nor do we feel—if you fail to place an order after having secured an estimate requiring considerable labor—that we have been imposed upon.

You pay for what you get—that is all.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 SPRUCE ST., N. Y.





THERE IS NO ROYAL

ROAD TO FORTUNE.

Every man who has this goal in view must expect to find plenty of hard

UPHILL WORK

on the way. Advertising will not make a fortune for you in a day, but if done judiciously it will pay handsomely in the long run. If it will pay you to do business, it will pay you to advertise it. To aid advertisers in investing their money to the best advantage is the object of our bureau.

GEO. P. ROWELL & CO.,
10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, APRIL 8, 1891.

PERSISTENT effort reaps the golden harvest, and he who battles longest and strongest gathers most into his garner.

THE population claimed by many of the larger towns and cities within the past two or three years, as shown by local enumerations and generally accepted as correct, is now, under the United States census of 1890, found in a majority of cases to have been too high; so that in books of reference like the American Newspaper Directory and the commercial reports, there is actually a cutting down instead of an increase in figures.

A CURIOUS feature of country papers a few years ago was the many ingenious ways in which local advertisers introduced stock cuts into their announcements of wonderful bargains in dry goods or groceries. When one sets his wits about it, it is surprising how many different uses he can find for such a cut as the old, familiar rooster, without which no country printing office is supposed to be complete. The editor has used him from time immemorial to express exultation over a political victory, and Jones, Smith and Brown have found him equally convenient to head the column in which they boast of their great attractions and big sales. But nowadays, when original cuts for advertising purposes are so numerous and cheap, there is less excuse for the stock cut.

IN the State of Virginia there are 27 towns which have newspapers this year but which last year had none. This is a remarkable showing.

SEVERAL correspondents have called our attention to a typographical error by which the population of Cincinnati was quoted in our columns at 269,309 instead of 296,309—quite a difference.

A BUSINESS man's advertisement in his own language, over his own name, and for which he is plainly responsible, is in the nature of an official document, and receives more consideration and attention than a puff in the local column.

LAMARTINE was asked by a friend if he did not spend too much money in advertising. "No," was his reply, "advertisements are absolutely necessary. Even divine worship (*le bon Dieu*) needs to be advertised; else what is the meaning of church bells?"

THERE are some grounds for the complaint made by the "Woman About Town" in the New York *Evening Sun* (and reprinted in last week's PRINTERS' INK) against certain styles of current advertising. Yet the very vigorous objections made by this writer and other newspaper critics are of small concern to the advertisers themselves except as they amuse or interest. Such complaints—clever though they may be—are open to the suspicion of being written to fill space. Certain it is, they do not to any degree voice public opinion. Even though an advertisement is a bit too insistent in tone, or is worded in an "impertinently familiar" manner, the great public does not take it in the personal way that the newspaper critics would have us believe. The familiar query: "Good morning; have you used Pears' Soap?" might properly be resented if it came from the lips of a living person; but type and printers' ink put it in an altogether different light. Nor is there any great amount of indignation aroused because a wide-awake advertiser makes the "saints of literature" dance attendance upon his washing compound or tomato ketchup. Criticism is desirable now and then, but newspapers should be the last to complain of any attempt to widen or improve the advertiser's sphere of action—for that means mutual benefit.

NEWSPAPERS FOR 1891.

The following table is an advance publication from the American Newspaper Directory for 1891 and gives the revised statistics of the number of papers now published in the United States and Canada. It will be seen from

these figures that there has been an increase since last year's report of 1,613 in the total number of publications, and from present indications it will not be long before the 20,000 point is turned. Advertisers certainly have a wide field from which to select their mediums.

	Daily.	Tue- Weekly.	Semi- Weekly.	Weekly.	Bi- Weekly.	Semi- Monthly.	Monthly.	Bi- Monthly.	Quar- terly.	Total.
Alabama.....	13	1	1	150	..	7	7	..	1	180
Alaska.....	3	3
Arizona.....	8	25	1	34
Arkansas.....	13	..	2	167	..	2	14	198
California.....	85	..	16	397	1	7	61	..	1	568
Colorado.....	28	1	2	219	1	1	24	276
Connecticut.....	35	..	1	118	6	1	4	1	14	207
Delaware.....	5	29	..	1	4	39
District of Columbia.....	3	32	2	1	24	..	3	65
Florida.....	12	2	1	99	..	1	7	132
Georgia.....	22	..	3	218	1	3	41	..	3	291
Idaho.....	5	..	3	40	46
Illinois.....	143	..	25	1,251	5	34	250	11	15	1,714
Indian.....	17	1	18
Indiana.....	90	..	4	505	1	11	81	1	5	698
Iowa.....	50	1	10	692	2	9	107	2	5	878
Kansas.....	41	..	1	672	..	5	42	1	3	765
Kentucky.....	25	2	7	209	1	7	27	1	1	280
Louisiana.....	12	..	1	132	2	3	21	2	..	173
Maine.....	15	..	1	103	3	3	46	..	4	175
Maryland.....	16	137	..	7	31	2	7	200
Massachusetts.....	73	..	5	350	12	13	171	12	19	635
Michigan.....	55	2	7	540	2	16	67	..	1	680
Minnesota.....	28	..	2	377	1	10	54	1	3	476
Mississippi.....	6	2	..	199	..	4	11	..	1	168
Missouri.....	78	3	8	620	2	16	114	2	6	849
Montana.....	12	1	3	48	..	3	3	70
Nebraska.....	35	1	1	536	..	7	26	1	1	610
Nevada.....	10	15	25
New Hampshire.....	16	..	1	104	3	..	28	132
New Jersey.....	44	2	3	242	4	6	47	3	2	353
New Mexico.....	5	40	..	2	47
New York.....	168	2	35	1,121	12	43	518	18	41	1,938
North Carolina.....	19	..	2	152	2	5	21	2	3	205
North Dakota.....	7	111	7	125
Ohio.....	119	10	20	785	7	33	157	2	16	1,139
Oklahoma.....	5	24	1	30
Oregon.....	14	..	1	116	..	2	13	146
Pennsylvania.....	167	3	16	877	9	24	238	7	16	1,357
Rhode Island.....	9	..	3	39	2	..	13	66
South Carolina.....	6	1	1	100	..	4	13	..	1	126
South Dakota.....	18	..	3	221	..	1	12	1	..	256
Tennessee.....	19	..	3	199	..	4	33	1	3	262
Texas.....	41	1	7	454	..	7	30	..	2	542
Utah.....	9	..	8	19	..	4	11	51
Vermont.....	3	54	..	2	21	1	..	81
Virginia.....	28	2	7	181	..	2	40	2	..	262
Washington.....	25	1	1	155	..	1	10	..	1	194
West Virginia.....	11	..	2	126	1	1	10	1	..	152
Wisconsin.....	46	1	3	429	3	9	37	..	1	529
Wyoming.....	5	..	1	29	35
Total United States.....	1,710	39	221	13,429	85	312	2,506	75	178	18,586
British Columbia.....	7	8	15
Manitoba.....	3	28	10	41
New Brunswick.....	7	..	2	28	..	1	5	43
N. W. Territories.....	1	..	1	15	4	17
Nova Scotia.....	6	4	3	49	4	65
Ontario.....	42	1	4	365	1	12	69	1	1	496
Prince Edward Island.....	..	2	..	10	12
Quebec.....	20	2	6	74	4	2	31	..	1	140
Total Canada.....	88	7	15	577	5	18	119	1	2	829
Newfoundland.....	3	..	2	3	8
Grand Total.....	1,791	46	236	14,006	90	337	2,625	76	180	19,573

THE GROWTH OF TRADE PAPERS.

There are at least two hundred trade journals published in this city. In the last twenty years their increase has been enormous. There is not only not an industry nor a business left unrepresented, but for many of them half-a-dozen separate journals are found necessary.

The importance of the trade journal, however, is not seen only in this increase in number, but in their growth, development, the ability with which they are conducted, and the luxuries of type, paper and illustration in which they indulge. In these respects they rival the magazines, and the magazines require the services of some of the most artistic presses of the town.

In their relation to that vast commercial structure on which the prosperity of the city rests, trade journals serve as vital points of intersection and connection between the different parts. It is interesting to observe the threads of continuity that ramify and bring into touch the diverse and farthest outlying commercial interests—chemical dyes and Alaska fisheries, bonnets and Bessemer steel, through fancy goods, hardware and ostrich farms. To glance at their summaries is to keep abreast with progress, movements and tendencies of the age. They are not confined to commerce, but include the entire body politic.

A real-estate paper does not concern alone the man who wishes to sell and him who wants to buy; it interests the lawyer who will make the transfers, the banker who will furnish the money, the architect who will plan the house, the builder, the plumber, the decorator, the electrician, and the insurance agent, who will be called upon to take its risk against fire. To interest further all these readers the publication takes on a large scope. Land, finance, woods, stones, new household inventions, exterior decorations, the grading of streets, assessments, taxes, municipal affairs, politics, each properly has its place.

This new view of trade journalism marks an era in its development and its prosperity. In its beginning it was merely an endeavor of the manufacturer, the wholesale man to find his consumer in a more direct manner than he could find in the maze of advertisements of a daily paper, and it took the simplest form of putting his wares

under the consumer's eye in the form of a prominent advertisement with a thread of reading matter concerning the particular matter in which they were interested. That is the manufacturer's idea to-day, but its manifestation has far outgrown the idea of a score of years ago. The *Iron Age*, for example, in its earlier files, was a three-sheet paper. It now not infrequently numbers seventy pages. The *Record and Guide* was a slender folio. It is now almost a volume, sometimes numbering 110 pages. The same increase in size and scope can be paralleled in other of the first-class and long-established trade journals.

This enlarged demand has inevitably required a much larger investment of money, with the result that most of the trade journals are in the hands of incorporated companies. These devote themselves to publications touching the different sides of large interests. In matters relating to insurance, for example, there is the *Spectator* Company, which issues twenty different publications.

The editors of trade journals, with the modesty peculiar to the conductors of those papers, aver that the standard of ethics is higher, and that the standard of editorial ability is higher in their publications than in the daily papers. They argue that the daily journals, by virtue of their necessity, treat of myriad subjects and events concerning different parts of the world of which it is impossible that they should know with full understanding. On the other hand, the trade journal addresses itself to those fully acquainted with the subject of which it treats; consequently those who write for it must be persons who can speak authoritatively as well as knowingly. This brings to their service only those of acknowledged ability. While subjects outside of their special lines are touched upon, they feel that the trade paper has weight that the daily paper cannot claim.

The new illustrative processes have been called in for the adornment of the trade journals. The cuts which are lavished through the advertising departments require paper of special fineness. This in the editorial and reading matter is freely adorned with head-pieces, tail-pieces, initial letters, reproductions of pictures, and pictorial stories after the manner of the comic papers.

That all trade journals are not equally reputable, and that some are born of bad motives, is doubtless true; but the proportion is small, and carry the seeds of their own destruction. For the most part there are very few trade journals that even by an outsider may not be read with entertainment as well as with profit.—*New York Evening Post.*

DAILIES OR WEEKLIES?

Advertising, like the holy state of matrimony, is not to be entered into thoughtlessly. It is a serious, a weighty matter. It means an expenditure of thought, time and money. It is the very lungs of business, and they must be kept in a state of perfect health to bring in and out perfect breath in the shape of money.

For over twenty years, in England and America, I have been a general advertising agent and I can speak from a varied and sometimes exciting experience. *Experientia docet!* I have been taught that all kinds of business may be advertised profitably in weekly and monthly periodicals, and only certain lines in daily papers. The reasons for this would appear to me to be almost self-evident, but I will give them here in the briefest possible space.

To begin with, any bargain or snap sale must, of necessity, be advertised at once; and so the daily paper is invaluable. Then, again, standard goods, like sapolio, Pears' Soap and Van Houten's Cocoa, always derive benefit from daily papers. That is because the names themselves are trade-marks and the public gets sight of them and does not care for the remainder of the advertisement. Certain cheap goods, also, must be advertised in daily papers. The goods themselves are as ephemeral as the papers. But to get the very best results for the very best goods, *always* use first-class weeklies. They charge less than the dailies, in proportion to space, circulation and *life*; and they live for seven days, it must be remembered.

For staple goods, for special articles, for proprietary remedies, brands of cigars, flour, wine and canned goods; for carriages and harness; for furniture, seeds, plants, sewing machines, pianos and art goods; for shoes, soaps, perfumeries and toilet articles—in fact, for everything, except bar-

gains, a weekly paper is better than a daily.

A first-class weekly, with a circulation of from five to twenty-five thousand per week, is a better advertising medium than *any* daily. Its circulation is among the purchasing class, it lives one week, its appearance is more attractive than a daily's, its matter interests the thoughtful, watchful, careful men and women, and its power with its reader surpasses the short-lived, hastily-read morning or evening paper.—*Eliot Northam, in Figaro.*

THEIR INTERESTS ARE MUTUAL.

It is my firm conviction that newspapers, advertisers and advertising agents are and will continue to be a necessity to each other.

First, as to the newspapers. Not a single daily paper could handle its advertising patronage direct, even if desirous of doing so, and give satisfaction to its advertising patrons. I particularly refer to that class of advertising where practical knowledge is required to make it attractive—to catch the reader's attention, and to impress; in which connection the interests of the newspapers and the advertisers are identical.

Second, as to the agents. An agent is the confidant of his customers in a greater or less degree—a relationship which the newspapers could not hold, and which in no way interferes with or conflicts with the interests of the latter, whose representative the agent is. This leads me to repeat, therefore, that the interests of the newspapers, the advertisers and the agents are identical.

The practical agent does practical work—writes or prepares his customer's copy for the printers according to the customer's wishes and ideas, or the amount of money to be expended; in a word, gives his professional service to the advantage of both advertiser and newspaper.—*W. L. Beadnell, in the American Advertiser Reporter.*

WHEN you pay more for the rent of your business house than for advertising your business you are pursuing a false policy. If you can do business let it be known.—*Franklin.*

A CONNECTICUT editor gives an account of a man who "blew out his brains after bidding his wife good-bye with a shot gun."

Miscellanies.

Returned with Thanks.—Spacer: What are your returns from joke writing?
 Liner.—The jokes, chiefly.—*Munsey's Weekly*.

Plenty of Water, too.—“I say,” said the inventor, “you advertised your farm as a fine location for a dairy. It hasn't a single feature to recommend it for that purpose.”

“Hain't it? There is a tremendous chalk deposit just beyond that hill over there.”—*Washington Post*.

Advertising brings one customer; and so it has brought to all the custom of advertising.—*Puck*.

Cheerfully Granted.—Breezy Whiskers: Boss, can't you help me—
 Suave Stranger—Certainly; here is a card of the *Daily Trombone*. Our rates for “Help Wanted” are twenty cents a line.—*Puck*.

The newspaper accounts of the street fight between editors at Columbus, Ohio, read very much like those of a Central American revolution, and the results, two killed and several wounded, were also about the same.—*Tide*.

Keeping His Hand In.—Musical editor (meeting composer): Hello, Tewness, I haven't seen you since you got married. Doing anything in our line?

Composer—Nothing much. Only a little—er—cradle song in a flat.—*Chicago Tribune*.

“That's a little hint I give my landlady once in a while,” said Mr. A. Starborder; and as he spoke he deposited on the floor the advertising sheet of the *Whirled*, from which half-a-dozen of the “Boarders Wanted” advertisements had been cut out.

Zola says that his novels have not been well translated in this country. He should remember Dr. Johnson's remark about a dog walking on his hind feet. “Sir,” he said, “it is not done well, of course; but you are surprised that it is done at all.”—*Boston Post*.

New Reporter—That item about Colonel Bourbon being murdered, that we printed this morning, ain't true. He's alive and well.

Editor—And what do you mean coming here and telling me? The *Howler* has a character for veracity that must be maintained. Go right off and kill him.—*Philadelphia Times*.

No Typewriter for Him.—Visitor to old lady: Your son writes for the newspapers, I understand.

Old Lady, with pardonable pride—Yes, my boy is mighty smart, if I do say it myself, that shouldn't.

Visitor—Does he use a pseudonym in writing?
 Old Lady—Oh, no; he can't write with the peaky machines. He has to do it by hand.—*Washington Star*.

A Good Combination.—Reporter: Here is my account of the wedding of that Boston man to the Chicago girl.
 Editor—Have you put a head on it?
 Reporter—Certainly. “Pork and beans.”—*Judge*.

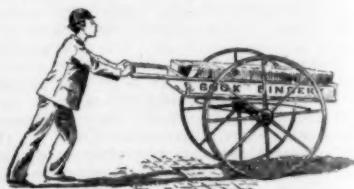
The Adaptability of Genius.—Visitor: I should think Editor Fakerson would find it very difficult to collect his thoughts for writing those scientific articles in the distracting din of this newspaper office.

The Sporting Editor—Well, he used to have difficulty with the old encyclopedia, but the new edition is so conveniently indexed that he collects them with no trouble at all.—*Life*.



THE CONCEPTION.

“Think I'll have those magazines bound; they would make quite an addition to my library.”



THE DEPARTURE.



THE RETURN.

“Yes, sir; we alwix takes the advertisements out when we binds 'em.”—*Smith, Gray & Co's Monthly*.

Talks with Advertisers.

No. II.

Killing two birds with one stone!

People sometimes speak of that as though it were a remarkable feat—a thing bordering on the impossible.

But did it ever occur to you that the advertiser who uses Kellogg's Lists kills—not merely *two* birds—but nearly *two thousand* birds with one stone?

One contract and one electrotpe enables him to talk to all the readers of the 1831 papers which the Kellogg Lists comprise. How much better this is than contracting with the 1831 papers separately—simpler, surer, cheaper!

The invention of the co-operative system—which, by the way, originated with us—corresponds to the invention of the telegraph, the telephone or the electric light.

The advertiser who refuses to avail himself of this modern improvement in journalism is as foolish as the backwoods farmer who persisted in riding a donkey to town rather than avail himself of any such new-fangled idea as a railroad.

Advertising is a business in which enterprise tells. The man who is wedded to old-fogy ideas is sooner or later forced to the wall.

A. N. KELLOGG NEWSPAPER COMPANY,

368 & 370 DEARBORN ST., CHICAGO.

TRIBUNE BUILDING, NEW YORK.

MANY things enter into the character of an advertising medium—paper, type, press-work and make-up among the externals; and among the internals, breadth of information, height of general tone, length of circulation list and degree of enterprise. But the most uncertain of these is circulation. Especially is this true of trade papers, among which the practice of over-stating circulation exists in rare perfection. A good-faith circulation of 4,000 or 5,000 copies is really large for this class, and is exceeded only by a handful of journals occupying exceptional fields—publishers', printers' and other affidavits to the contrary notwithstanding.—*The Roller Mill.*

ON the fence around a cemetery in a Western town is this notice: "Use Bitters if you would keep out of here."

BEATTY Organs \$25 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N.J.

WOOD ENGRAVING PETRI & PELS CATALOGUE FREE NEW YORK

SMITH MAKES ENVELOPES. Send for C. W. R. SMITH. Prices. 31 S. 6th St., Phila.

THE NYACK MIRROR. A Journal of Society, Literature & Athletics. **THEODORE MOSS, Editor.** Box 184, NYACK, N. Y.

SEE NOSTRAND Adv. Manager, 11 Tribune B'ldg. N. Y., at once for space in supplement Issues Great Divide, also for L'Art de la Mode.

NO BUM WORK I GET UP IDEAS. Comic Pictures, and Beautiful Outline Cuts. Send 10c. for package of Comical Ideas. **FRANK MYERS, Artist,** Times B'ldg. N. Y.

BEAUTIFY YOUR GROUNDS Plant Fine Trees, Shrubs, Roses, Fruits, etc. Get the finest Improved sorts, true to name. Catalogue with superb Rose plate, 10c. **J. EUGENE WHITNEY, Rochester, N. Y.**

LAND! No inferior stock.

Companies and Individuals having land for sale, who may wish to advertise the same, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

"It will pay you to write me."
B. L. CRANS, 10 Spruce St., New York.

DON'T WASTE

Your money or time finding out about traveling by actual experience when it can be avoided. "GIBB'S ROUTE AND REFERENCE BOOK" will post you. Specimen pages free.

GIBB BROS. & MORAN, New York.

Extract from a letter which speaks for itself:
March 11, 1891.

J. L. Stack & Co., St. Paul, Minn.:
GENTLEMEN—* * * In closing, will say my experience with you shows that you take more interest in and better care of my advertising than any advertising agents I ever did business with, and in the future I expect to be one of your largest patrons.
Yours truly, **F. B. MILLS, Seedsman,**
Rose Hill, N. Y.

Books New Issues every week Catalogue 132 pages free. Not sold by Dealers; prices too low. Buy of the Publisher, **John B. Alden, 393 Pearl St., New York**

Dodd's Advertising Agency, Boston. 265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

The Celebrated CALIFORNIA CATARRH REMEDY.

The best in the world. Make no mistake. Its meritorious results have been thoroughly proven. 50 cts. by druggist or mail. Testimonials free.

A. F. EVORY & CO., Props., 166 GREENWICH ST., N. Y.

CIGARS.

WE SELL FOR CASH direct to dealers and smokers, and in doing so can offer Cigars as low as \$1.00 per hundred. Cash and no risk on our part insures you a good bargain for your money. Union made Cigars our specialty. 300 Cigars, six different brands, forwarded upon receipt of \$4.00. Money refunded if not satisfactory. Mention your Express Companies when ordering. Address **W. E. KRUM & CO., Reading, Pa.**

FREE OF TAXES. Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. free of taxes. Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 30 years' residence in Texas. Another similar bank now organizing. Stock par—\$50 and upward, sold. Circulars, statements, maps free. **JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.**

MUFFED. Our National Game "Clover" left to rust, while people go wild over the most ingenious puzzle ever invented. Put up in attractive and durable styles; sells as fast as you can hand them out. This entirely new puzzle pronounced unequalled. Our old agents are just coining money with it. This is the first newspaper announcement of this invention. Agents, General Agents, Publishers who use premiums, etc. act promptly and large profits, quickly and easily made, are yours. Sample and terms 25 cents. **THOMPSON PUBLISHING CO., M'f'rs of "Muffed," 225 S. 6th St., Phila., Pa.**

LITHOS IN DEPOTS.

45 I. C. R. R. suburban waiting rooms, used daily by 100,000 of Chicago's "400."
Your adv. there will cost but little.
S. W. HOKE, 225 Dearborn St., Chicago.



About Your Business.

Some call them Primers. I write them, furnish sketches, engravings and do the printing—the whole thing complete. Advertisements written, cartoons and high-class, original designs gotten up on short notice. Some neat primers, with details, FREE.
A. L. TEELE, 55 W. 33d St., N. Y.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 389 to 372 George St., Sydney, Australia.



Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to
W. C. Sprague, L.L.B.
312 Whitney Block,
Detroit, Mich.

CANADA.—If you intend advertising in know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world, **Pears' Soap**, for instance. Our efforts are devoted to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained by many years of experience, enables us to render the best possible service. We simply ask you to communicate with us before placing your orders.
A. McKIM & CO.,
Montreal, Canada.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.
BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

ARREST

ATTENTION BY STRIKING
ADVTs. I WRITE THEM. W.
A. O. PAUL, P. O. Box 3311, N. Y.

"When found, make a note of."—Captain Cattle.

The right men in the right place are
C. MITCHELL & CO.,
Of London, England,
(12 & 13 Red Lion Court, Fleet St., E. C.)
Advertising Contractors of 50 years' standing.

THE MANUFACTURER who travels should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

THE MANUFACTURER who cannot find time to travel should write to C. M. C. Their extensive American clientele and long acquaintance with English advertising enables them to arrive at an understanding more promptly than any other house in London.

THE ADVERTISING AGENT who studies his clients' interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms. Estimates and specimen papers free on application. "THE NEWSPAPER PRESS DIRECTORY," forty-sixth annual issue now ready, price, by post to the United States, 50c. "The standard work of reference with regard to the newspaper press."—*London Times*. Besides the well-known Directory of the English press, the AUSTRALIAN, INDIAN and SOUTH AFRICAN Sections, contained in a Supplement of 144 pages, now form the complete advertising and commercial guide and gazetteer ever published in any country. The Continent of Europe is also consistently represented by the principal political and class papers.

OUR \$50 PRIZE



was awarded to S. S. Kilburn of Boston. The design speaks for itself.

"Comfort's" monthly circulation is now nearing six hundred thousand (600,000) and is guaranteed not to fall short of 500,000 through the summer months.
Space at the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine.

—A drop of ink
May make a million think,

but a keg of ink bought from the
W. D. Wilson Printing Ink Co.
(Limited)

will make the heart of every publisher
glad, when he sees the fine work it
has accomplished.

Every issue of PRINTERS' INK has
been printed with Wilson's Ink.

Send for Special Prices and Dis-
counts.

W. D. Wilson Printing Ink Co.
(LIMITED),
140 WILLIAM ST., NEW YORK.



**STABLE AND CARRIAGE HOUSE OF
LOW COST.**

SPECIMEN DESIGN FROM BOOK No. 32.
My complete list of new design books for 1891
is as follows: In addition to the 25 "classified"
designs, each book (except No. 37) contains 14
designs of various kinds, making 39 designs in
each book. Large views, floor plans and full
descriptions are given.

Book No. 19 contains 25 Designs of \$	600 Cottages
" " 20 " " " "	1,000 Cottages
" " 21 " " " "	1,500 Cottages
" " 22 " " " "	2,000 Cottages
" " 23 " " " "	2,500 Houses
" " 24 " " " "	3,000 Houses
" " 25 " " " "	3,500 Houses
" " 26 " " " "	4,000 Houses
" " 27 " " " "	4,500 Houses
" " 28 " " " "	5,000 Houses
" " 29 " " " "	5,500 Houses
" " 30 " " " "	6,000 Houses
" " 31 " " " "	7,500 Houses

Book No. 32 contains 30 Designs of Double Cot-
tages and 90 Designs of Stables.

Book No. 33 contains 25 Designs of Ten Thousand
Dollar Houses.

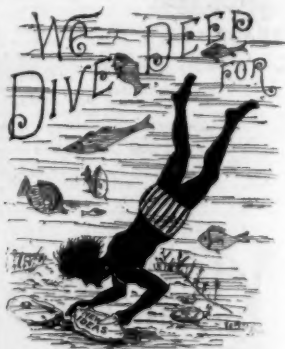
PRICES.—One book, \$1; any 4 books, \$3; any 7
books, \$5; full set (15 books), \$10. Mailed, all
postage prepaid, on receipt of price. Address

R. W. HOPPEL, Architect.
Mention this magazine, 68 Broadway, N. Y.

NEWBURYPORT, MASS., }
March 24, 1891. }

DEAR MR. BONNER: I feel that
I must send you one word of con-
gratulation upon the singular beau-
ty and interest of the Easter num-
ber of the *New York Ledger*.
It is the very ideal of a literary
periodical for the American family,
just the right balance and just the
right tone. Very truly yours,

JAMES PARTON.



PEOPLE dive after pearls. They often
work harder to get new ideas. We wish
to save you much of this hard work. It
is part of our business to furnish advertise-
ments with or without **NEW CUTS**. If
you want a trade-mark or a few advertisements
the price will be *fair*. If you want them
regularly write, or call and see us.

ELECTROTYPES of our own matter or
of yours in any quantity, promptly at low rates.

THE ADVERTISERS LEAGUE,
World Building, N. Y.

As the Crow Flies."



98 Miles OF DAILY DELIVERY, BY MOUNTED CARRIERS.

700 Farm Homes in the most prosperous agricultural region of Michigan receive the Morning Patriot before breakfast.

Do You Advertise?

The Patriot can guarantee you results.

Rates upon application.

The JACKSON PATRIOT CO.,

JACKSON, MICH.



I PROVE UP

I was well acquainted with the publisher. I made a contract for advertising in his paper. He guaranteed a large circulation and agreed to furnish proof. In due time the proof was asked for. The reply was an assertion of 125,000 circulation. He was again asked for proof, and his attention called to the fact that he had agreed to prove up. He mounted a "high horse," and replied, that if "Mr. Allen could not take his word for it he could take whatever other course he pleased." Six months later the account was settled, pro rata, on a basis of less than 50,000 circulation.

The above is simply a representative case; talking circulation and proving circulation are different things.

Allen's Million

is proved up every month. At any time I shall consider it a privilege to furnish any responsible advertising agent, or advertiser, any special proof that they may desire.

I guarantee my circulation. I PROVE my circulation. If less than ONE MILLION copies are issued in any month, I agree to make a discount, in exact proportion, to each advertiser.

Results to the advertiser, my only claim to patronage. Forms close the 18th of each month, prior to the date of the periodicals.

E. C. ALLEN,
Proprietor of Allen's Lists,
AUGUSTA, MAINE.

HARD TIMES.

We hear some talk about them, but they don't come our way. Too busy to entertain them if they did.

50,000
DIFFERENT FARMERS

paid for and read, in 1890.

The National Stockman and Farmer.

PROSPECTS STILL BETTER

for this year, as our first thirteen issues in 1891 contained an average of

9,223 MORE COPIES PER WEEK

than the corresponding issues of last year.

As to the location of its subscribers, see PRINTERS' INK, February 11, p. 235, or address

AXTELL, RUSH & CO.,

PUBLISHERS,

PITTSBURGH, PA.

HOLD ON THERE!



Perhaps you may want a bite, even if you don't want biting. Here's a business bite for every local advertiser.

We will send the above cut, with attractive reading matter adapting the illustration to any business, anywhere, on receipt of \$1.50. We shall use a new cut here every week and will send duplicates to advertisers at \$5 per month, or \$52 per year.

WATCH THE IDEAS AS THEY DEVELOP.

O. J. CUDE & CO.,

General Advertisers,
113 Sixth Ave., N. Y.

1 5 OF A CENT, **A LINE**

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

NELSON CHESMAN & CO.

ESTABLISHED 1874 INCORPORATED 1891

Newspaper Advertising Agents

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 54 Beekman St., New York City.

"Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
239 Broadway, New York.

\$100,000

Worth of advertising at your own price. Will the all-devouring waste-basket, as described by Mr. Artemus Ward, get this?

What are we offered to print cards, 2 feet by 3 feet, on the sidewalks in 250 towns and cities in the United States (not yet selected), from ten thousand to fifty thousand to be printed in every one of the 250 places?

We are in a position to do the above work at a nominal cost, and therefore guarantee to accept the best offer made. Work to be done during 1891.

Payment to be made on certificates, signed by persons you may appoint in each town certifying that the statement is in accordance with the register on the machine that registers every impression.

Offers may be made in any way, or one person may make offers in a number of different ways, but we suggest the following: 1st—50 much per town for any number of towns up to 250. 2d—50 much per thousand cards, not less than ten thousand or more than fifty thousand, in any town. 3d—50 much per town for the towns named. 4th—50 much per town for a certain number of towns situated in a certain State or group of States. It will be useless to make offers as suggested in Numbers 3 and 4 unless you give us the privilege of accepting or refusing any part of the offer.

Exclusive territory for the use of our Sidewalk Printing Machines still for sale at the following rates: In States where the machines have not yet been introduced, a limited amount of territory is offered, at the rate of \$1.00 per thousand of population, or any territory that still remains unsold in States where we are already represented, is offered on a basis of \$5.00 per thousand of population.

We intended publishing a number of references this week, but they are held over.

DIGNAM & CO'Y,

AGENTS FOR THE SIDEWALK PRINTING MACHINES.

37 YONGE STREET, TORONTO, CANADA.

OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1885.
RAPID ADDRESSING MACHINE COMPANY,
57, 59 & 61 Park Street,
Trade Lists Compiled from R. G. Dun &
Co's Reference Book.
NEW YORK, Jan. 16, 1891.

Messrs. G. P. Rowell & Co.,
New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.....	3,000
Agricultural Implements.....	13,964
Boiler Makers.....	583
Brewers.....	2,816
Books and Stationers.....	7,800
Boots and Shoes.....	20,240
Car, Ship and Bridge Builders.....	10,100
Confectioners and Bakers.....	1,320
Carriage Makers.....	16,914
Crockery Dealers.....	3,480
Clothiers.....	10,719
Dry Goods.....	13,419
Drugs, rated K and up.....	17,709
Distillers.....	1,580
Engineers and Contractors.....	5,340
Grocers.....	43,435
Men's Furnishing.....	9,586
Hardware.....	12,392
Jewelers.....	20,381
Shirt Manufacturers.....	800
Prom. Insurance Agents.....	22,300
Furniture.....	7,300
Machinery.....	6,400
Men Who Think.....	10,000
Tobacco and Cigars.....	1,000
Investors.....	15,000
Board of Trade.....	32,000
	307,517

Will address your Wrappers, 20,000
per week.....at \$3.00 per M
Wrap and Mail....." 1.00 "
.....\$3.00

Yours truly,

F. D. BELKNAP,
Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

Rapid Addressing Co.,
314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 23rd inst.

Very respectfully,
GEO. P. ROWELL & Co.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

One
Inch
costs :
1 l.... \$32.00
1 mo... 118.44
3 mos. 342.16

ANOTHER QUEER THING

about advertising happened in our papers. A publisher who often uses these papers has frequently said, in giving us an order, "We can't trace any returns from your papers." Recently he sent an advertisement and later on wrote that he had been put to a great deal of trouble in replying to inquiries and orders because a mistake had been made in the price of the book advertised. (Incidentally we convinced him it was not our mistake when we showed him the original copy.)

But the queer thing was that he was only able to trace direct returns from our papers because a mistake had been made. Perhaps before that he had not given the proper papers credit on the returns received.

We are glad to have our papers tested. We like to know what does and what does not pay. Sometimes the fault lies with the article advertised and the way it is advertised.

If you have an article to advertise that appeals to well-to-do householders write to us.

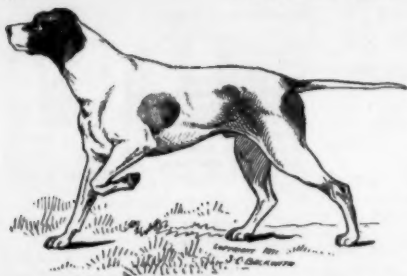
One
Price
Advertising

Without Duplication
of Circulation

HOME 14 BEST
JOURNALS WEEKLIES
Every Week
Over 250,000 Copies

Religious Press
Association
Phila





A POINTER

For Shrewd

Advertisers:

THE PITTSBURG PRESS

Has "caught on" to the tune of a million a month, not by accident, but by merit. The oldest papers are not ALWAYS the best. Take THE PRESS, for instance: This paper is only seven years old, and yet to-day it leads the procession and is still forging ahead. The Daily circulation, sworn average every issue for 1890, was 36,328 copies, "Low Water" mark, printed and SOLD. All spoiled, unsold and returned papers are deducted. This circulation is therefore "net" to the advertiser. Books and press rooms wide open! Below we give the first three months of 1891:

JANUARY, Average, 36,555.

FEBRUARY, Average, 38,254.

MARCH, Average, 39,247.

No paper, no matter how ancient, can present a cleaner and more satisfactory showing to its patrons.

THE PRESS has the greatest printing capacity of any daily newspaper in the State outside of Philadelphia, owning and operating three eight-page lightning perfecting machines, enabling them to turn out their entire edition in an incredibly short time.

THE PRESS puts its advertisers in touch with families, fully two-thirds of its circulation being placed by regular carriers directly into homes. The "Want" or small business is now almost monopolized by THE PRESS, which carries more of this class of advertising than all the other Pittsburg papers combined.

THE SUNDAY PRESS, as yet an infant, 15,008.

THE PRESS PUB. CO.,

CHAS. W. HOUSTON,

BUS. MGR.

**48 Tribune Building,
NEW YORK.**

**509 "The Rookery,"
CHICAGO.**



PROVED CIRCULATION
(TRADE MARK)



It is with no disguised pride that the SATURDAY BLADE of Chicago accepts the credit of being the most phenomenal newspaper success of the age, and of having a larger circulation than any other Weekly Newspaper published in America.

300,000 Copies Weekly

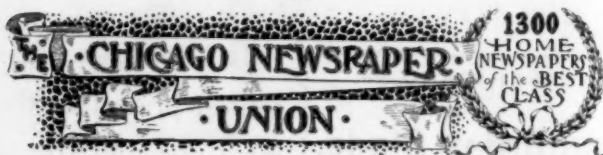
Is the combined circulation of the CHICAGO LEDGER and SATURDAY BLADE, proved each week by P. O. receipts, cash receipts from sales and subscriptions, and also by paper used.

Any advertising contract cancelled at any time at pro rata rates.



The Original Co-operative Lists—Established in 1864

*****By CRAMER, AIKENS and CRAMER.*****



✻ The Chicago ✻ Newspaper Union Lists

— OF —

1,300 HOME OR LOCAL PAPERS

Afford the surest and most effective way to reach the intelligent communities in the North and Central Western States. They cover the best portions of the West, from Ohio to Dakota, and are thoroughly read by the people who have the money to buy the necessities and luxuries of life.

The Cost of Advertising in these Lists is Reduced to the Minimum of Expense by this system. Pamphlets containing names of towns and papers, with full explanations of our methods of business, and testimonials of patrons, are sent to all applicants.

Among the patrons of these Lists for years, with satisfaction, have been Dr. R. V. Pierce, Hostetter Co., Chas. A. Vogeler Co., J. N. Harris & Co, Ely Bros., C. I. Hood & Co., E. T. Hazeltine, Radway Co., Dr. Harter, Jones of Binghamton, G & C. Merriam & Co., Scott & Bowne, California Fig Syrup Co., Oliver Ditson Co., Perry Mason & Co., and *Ladies' Home Journal*, Jas. Epps & Co., Dr. J. C. Ayer & Co., W. L. Douglas, John L. Thompson's Sons & Co., B. F. Johnson & Co., Smith & Wesson, J. W. Morris, A. J. Tower, O. F. Woodward, Dr. G. G. Green, "Sapolio," Dr. W. H. Tutt, H. H. Warner & Co., Centaur Co., T. Popham, John I. Brown & Sons and Swift Specific Co.

CHAS. E. STRONG, **JOHN F. CRAMER,**
General Manager. President.

OFFICES:

Nos. 221 and 223 Franklin St., CHICAGO.

No. 10 Spruce Street, NEW YORK.

*Address either Chicago or New York Office
for Catalogues and Estimates.*



OUR PART of the commercial world is newspaper advertising.

Upon this **ONE POINT** we concentrate our entire resources.

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

THE BUFFALO TIMES,

NORMAN E. MACK, Editor and Publisher,

BUFFALO, N. Y.

Circulation statement of the BUFFALO DAILY AND SUNDAY TIMES, from October 1 to December 31, 1890:

BUFFALO DAILY TIMES.

Date	Oct.	Nov.	Dec.	Date	Oct.	Nov.	Dec.
1	41,160	44,930	40,000	17	42,900	40,200	39,750
2	40,755	38,875	18	43,654	40,100	41,300
3	40,693	44,200	39,363	19	40,567	39,800
4	41,217	48,927	39,116	20	42,967	40,235	39,765
5	45,600	39,420	21	43,216	40,210
6	41,585	67,581	39,781	22	43,100	39,437	40,228
7	41,658	49,354	23	43,350	39,800
8	41,965	44,190	40,075	24	43,238	39,145	39,574
9	42,306	39,800	25	43,857	39,674
10	42,455	42,875	39,522	26	40,217	39,750
11	42,912	42,317	39,450	27	42,912	40,000
12	41,400	39,340	28	43,510	39,782	40,400
13	42,165	41,125	40,186	29	43,792	40,150
14	42,887	42,960	30	44,235	40,038
15	42,396	41,585	39,975	31	44,367	40,116
16	43,575	40,312				

TOTAL.....October, 1,153,827 November, 1,032,761 December, 1,036,747

Total for three months.....3,223,335

Average Daily Circulation.....41,325

SUNDAY TIMES.

October 5.....25,890	November 2.....26,000	December 7.....24,325
12.....24,930	9.....24,500	14.....29,735
19.....25,100	16.....24,300	21.....35,850
26.....25,600	23.....24,300	28.....25,775
	30.....24,200	

TOTAL.....340,915

Average Sunday Circulation.....26,224

STATE OF NEW YORK,
COUNTY OF ERIE, CITY OF BUFFALO, ss.:

M. D. CONDON, being duly sworn, deposes and says, that he is the Circulator of the BUFFALO DAILY AND SUNDAY TIMES, and that the above is a true and correct statement of the circulation of said DAILY AND SUNDAY TIMES during October, November and December, 1890.

M. D. CONDON.

Subscribed and sworn to before me, February 23, 1891.

HENRY J. WEISENHEIMER,

Notary Public, Erie Co., N. Y.

A. FRANK RICHARDSON,

13, 14 and 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.